

Information Delivery Channels

Key Public Goal:

To educate, inform, assist and promote services that improve the quality of life; to enhance the image of Maricopa County.

Key Employee Goal

To educate, inform, assist and promote services that improve the quality of work life for County employees.

Communication Channel	Public Information			Employee Information		
	Publish	Push	Subscribe	Publish	Push	Subscribe
Public Television (Ch. 11)	● (g)					
Internet (incl. video)	● (g)		⊙	⊙		
Voice Message (incl. "on hold")	● (g)		⊙	●		⊙
Billboards & Displays	● (t)			●		
Cable Television	● (t)					
Media (Paper, Radio, TV)		●				
Telephone		●				
Electronic Mail		●	⊙		●	⊙
Facsimile		●	⊙		●	
Mailings		●	●		●	
Meetings			●		●	
Intranet				●		⊙
EBC TV				●		
Public Folders				●		●

Notes: (t) = targeted publishing; (g) = general publishing

● = current method; ⊙ = potential method

Potential target selection criteria = zip-code, district, event, function, interest, previous transaction, STAR Center request